

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.

AD# BUC127-D1 REQ# M18637 "SMOKE BUCKS SAVE MONEY" - PAGE 4/C 5-5/8 X 7-3/4 TV GUIDE, 1990
Printed in U.S.A.

SMOKE BUCKS SAVE MONEY



Full rich flavor,
not full price.

© Philip Morris Inc. 1990
MSRP suggested retail price

Available in Kings & Kings Lights

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

Kings: 14 mg "tar," 1.3 mg
nicotine—Kings Lights: 11 mg
"tar," 0.8 mg nicotine av. per
cigarette by FTC method.

